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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Alan D. Gould et al.	Docket No.: 50442.010200
Serial Number: 09/917,792	Art Unit: Unassigned
Filing Date: July 31, 2001	Examiner: Unassigned
Title: Computerized System and Method for Increasing the Effectiveness of Advertising	

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. §1.97(b)(3)

Honorable Assistant Commissioner for Patents
Washington, D.C. 20231

RECEIVED**FEB 28 2002**

Sir:

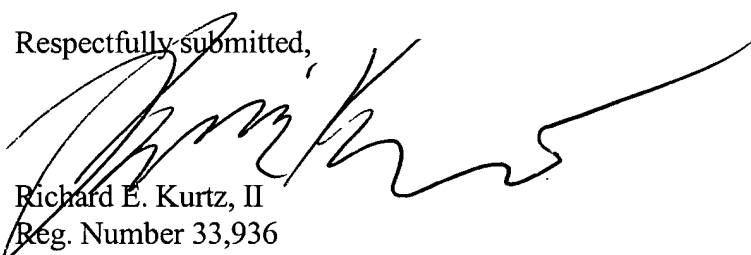
Technology Center 2100

Transmitted herewith is an Information Disclosure Statement (Form PTO-1449) in the above-captioned application.

This Information Disclosure Statement is submitted prior to the mailing date of the first Office Action on the merits. Thus **no fee, petition, or certification is required**. However, the Commissioner is authorized to charge any additional fees or credit any overcharges to Deposit Account No. **50-0653**.

Consideration of the references and Examination on the Merits is respectfully requested.

Respectfully submitted,


Richard E. Kurtz, II
Reg. Number 33,936

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February 25, 2002

REK/SLF